

# THE LABOUR ORGANISER

No. 18

MARCH, 1922

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## INDEX REFERENCE TO FORMER ARTICLES

For the benefit of new and old readers we give below an index to former articles and references in the "Labour Organiser" having a special bearing on aspects of election preparation dealt with in this issue. The index is by no means exhaustive, as the whole contents of the "Labour Organiser" are necessarily contributions to some form of election preparation, but we have, nevertheless, sought to give below a selection of the most important articles bearing on particular aspects of electioneering.

We would remind our readers that we are unable to supply back copies of very many of our issues, nor are complete sets now obtainable. Stocks of the following issues are still held: 1920, December. 1921, January, April, May, June, July, November,

December. 1922, January and February.

For the benefit of organisations desiring to supply the whole of their principal officers with back copies of the "Labour Organiser," we are prepared to send assorted parcels containing not less than eighteen copies, assorted to our convenience, at the remainder price of 1½d. This offer, however, cannot be repeated.

1920.

Absent Voters—October, p. 3.

Licensed Houses and Elections —  
November, p. 3.

When does the Election begin—  
December, p. 3.

Publicity Power in the Labour Movement—December, p. 6.

1921.

Election Expenses—January, p. 3.

Meetings in Country Districts —  
January, p. 12.

Supplying Party Colours—Music at  
Meetings—February, p. 5.

Wolf—The General Election—the  
prophets thereof and the preparation  
therefor—February, p. 11.

Preparation for a General Election—  
Some opportune hints—April, p. 1.

The Bermondsey Canvass Card —  
April, p. 12.

Agreements with the Enemy—May,  
p. 3.

Maps—June, p. 8.

That Committee Room — August-  
September, p. 9.

Postmasters' Regulations — October,  
p. 19.

Systematic Electioneering—November,  
p. 7.

Hire of Public Schools—November,  
p. 9.

Finding Workers—November, p. 11.

Election Preparation — A Consistent  
Plan—November, p. 16.

Should the Local Party be Dissolved  
—December, p. 7.

1922.

Sizes of Election Envelopes—January,  
p. 14.

Law and Practice—Sundry Queries—  
February, p. 3.

Extra Hours of Polling—February,  
p. 10.

## AN ELECTION TIME TABLE

By W. R. SOUTHEARD, *Solicitor.*

That the conduct of a Parliamentary Election is a highly specialised business which has to be carried through at great speed, cannot be unduly emphasised. An election agent must, therefore, at the outset take a comprehensive view of the whole course of the campaign, and, having done this, must proceed to complete his arrangements at the earliest possible moment. He should reserve himself mainly for the task of tactful supervision, but there are some matters to which he must give personal attention. At all times he should know with certainty how the work is progressing, satisfy himself daily that adequate provision is being made for each successive stage in the contest, and provide that the work is regularly performed and is not allowed to get into arrears.

This close control can only be maintained if the agent adopts the practice customary in business organisations of keeping a diary in which his daily duties and engagements are anticipated and entered, and by means of which he will be able every evening to satisfy himself as to the progress which is being made and to decide what is needed to meet the developments which will continually be brought to his notice. In opening his diary he will require to note in the first place the days on, or by which, the legal requirements in which he is personally concerned must be fulfilled, and the following list of times for doing various acts may, therefore, be of assistance and enable the calculations of dates to be made.

### TIME TABLE.

#### COMMENCEMENT OF CAMPAIGN.

An election campaign can be opened at any time, but as the election expenses then begin to run, it is desirable not to commence too early or the maximum of the expenses allowed may be exceeded. It is also advisable not to have a struggle so prolonged that it eventually causes the workers to "stale off." It is preferable to commence in a deliberate and methodical fashion and to create a growing enthusiasm and extension of activities which reach their climax on the day of the poll.

#### ADOPTION.

The campaign should be initiated by the adoption of the candidate, the pass-

ing of a resolution by the local party organisation formally suspending its activities until after the election is over, and the holding of a meeting of the voluntary workers. The selection of an election committee is not necessary, and in most cases it is desirable to proceed without such formal assistance.

#### APPOINTMENT OF ELECTION AGENT.

This should be made in writing immediately after the candidate has been adopted. Notice of the agent's appointment, with the address of his office, signed by the candidate, should be delivered to the Returning Officer immediately after the writ has been received, but in any case it must not be later than the day of nomination.

#### PREPARATION OF NOMINATION PAPERS.

This should be put in hand immediately the writ is received, and the election agent should make himself personally responsible for seeing that one or two nomination papers are correct in all respects, and that these are accepted by the Returning Officer. The nomination papers must be handed in by the candidate or his proposers or seconders.

#### NOMINATION AND POLLING.

At a General Election these will be on the same days in all constituencies, namely, nomination on the eighth day, and polling on the seventeenth day after the date of the Proclamation summoning the new Parliament.

*Hours of Polling.* It is desirable in all cases that the poll should be kept open until 9 p.m., and a notice requiring this, signed by the candidate or the election agent, must be given to the Returning Officer at the time of nomination.

#### THE £150 DEPOSIT.

This must be paid at the time of nomination. In England and Wales it should be paid in Treasury or Bank of England Notes; in Scotland it should be paid in Treasury Notes or Bank Notes, by which legal tender may be made there. Bank of England Notes are not legal tender in Scotland.

#### FREE POSTAGE.

If the candidate desires to avail himself of free postage before nomination takes place, he must give such security to the local postmaster to cover the postage and to provide against the possibility of his not being duly nominated, as is prescribed by the Post Office Regulations, but after the nomination,



free postage may be claimed as a right. Free postage covers one delivery of a weight not exceeding two ounces to each elector.

#### COMMITTEE ROOMS.

The number which may be hired for payment is as follows:—

*In Counties.* A central committee room, and one committee room for each polling district, and if the number of electors in any polling district exceeds 500, an additional committee room for each complete 500 electors above the first 500 electors.

*In Boroughs.* A central committee room, and a committee room for each 500 electors or part of 500 electors above the first 500 electors.

Any number of committee rooms lent gratuitously may be used.

#### STAFF EMPLOYED AND PAID FOR THEIR SERVICES.

The maximum number of paid assistants is as follows:—

*In Counties.* In central committee room, one clerk and one messenger for each 5,000 electors or part of 5,000 electors. In district committee rooms, one clerk and messenger for each 500 electors or part of 500 electors in a polling district.

*In Boroughs.* One clerk and one messenger for each 500 electors or part of 500 electors.

But any number of unpaid assistants may take part in the election, and paid assistants may work in any part of the constituency, provided the total number allowed is not exceeded.

#### PRINTING AND ADVERTISING.

Arrangements must be made for all notices and literature to bear the names and addresses of the printers and publishers, and advertising which is paid for must be done through the medium of a newspaper, regular advertising agent, or bill poster.

#### NOTICE OF APPOINTMENT OF SUB-AGENTS.

Sub-Agents may only be appointed in county constituencies. They can be appointed by the election agent at any time, but notice of their names and addresses must be delivered to the Returning Officer not later than one clear day before the day of the poll. The reference to "one clear day" means that if the poll takes place on a Wednesday, the list of appointments must reach the Returning Officer not later than the previous Monday.

#### PERSONATION (OR POLLING) AGENTS. COUNTING AGENTS.

These to the number approved by the Returning Officer, who should be consulted as early as convenient, may be appointed, but only one personation agent at each polling station may be paid for his services. They must make the declaration of secrecy, and notice of their appointment, names and addresses, with their declarations, must be delivered to the Returning Officer not later than one clear day before the poll.

#### ATTENDANCE OF CANDIDATE AND ELECTION AGENT AT ALL POLLING BOOTHS AND AT THE COUNTING OF THE VOTES.

This should be arranged with the Returning Officer in good time, and the declarations as to secrecy should be made by them and delivered to the Returning Officer not later than one clear day before the poll.

#### ADMISSIONS TO POLLING STATIONS AND COUNTING ROOM.

The cards of admission should be obtained from the Returning Officer early on the day preceding the poll.

#### ELECTION EXPENSES.

*Claims.* Immediately after the election, the election agent should advertise in the local papers notice requiring claims to be sent to him within fourteen days after the declaration of the poll, and he should write to persons with whom he has had dealings for their accounts. All claims (including the election agent's fee) and the candidate's statement of his personal expenses, must be lodged with the election agent within fourteen days after the declaration of the poll.

*Payment of Claims.* including the election agent's fee, must be made within 28 days after the declaration of the poll.

Notice of rejected claims should also be given within the same period.

The election agent's declaration and return of election expenses, with detailed bills and receipts for amounts of £2 and upwards, must be sent to the Returning Officer within 35 days of the declaration of the poll. The candidate's declaration as to expenses must be sent to the Returning Officer within 42 days after the announcement of the result of the poll, but it is well to send it with the election agent's declaration and return.

Although the final dates on which formal requirements must be complied

with are given, it is advisable that the matters mentioned should be attended to as early as possible and that they should not be left to the last moment.

It will be obvious that almost as soon as the opening entries have been made, a number of other entries relating to the less formal, but equally important, part of electioneering work, will require to be set down. Every day of the contest will suggest entries, so that anything less than a large paged diary will be useless. Along with the diary should go the opening of a separate banking account for the election expenses, and if the agent pays into this account all monies received by him, and makes all payments out of it by cheque (covering petty expenses by petty expense cheques) his task of preparing his returns of expenses when the election is over will be simplified, and he will have been able to keep his work well in hand at all stages of the campaign.

## SYSTEMATIC ELECTIONEERING

### COMMITTEE-ROOM TECHNIQUE.

The writer of the article under this caption in the November "Labour Organiser" asks enquirers to note that the method of "calling by streets" is applicable chiefly to *rush* polling. For normal polling two methods are indicated: Method No. 1, "Repeated Check"—Clerk No. 1, starting with the first promise number on the scratch-board, calls out each such number struck through; Clerk No. 2 extracts card bearing the number and calls "Out!" whereupon No. 1 ticks the scratched number to avoid re-calling when next checked. Method No. 2, "Ticked List"—Clerk No. 1 calls numbers from a checkers' list, No. 2 strikes out numbers on S.B., and each time a promise-number is scratched he calls "Out!" and No. 1 ticks that number on list. Cards bearing numbers ticked may now be extracted. For *Rush* Polling—"Called Streets" method: Clerk No. 1 writes the name of the street, or first and last numbers of part of street he desires to reduce, upon a strip of paper, No. 2 places the strip beneath (or alongside) the row of numbers on S.B. and marks promise numbers *not yet polled*. No. 1 extracts cards bearing numbers on the strip, *returns these* to the rack, and rejects the remainder. Methods 1 and 2 should be the subject of practical test before adoption.

## ORGANISING THE WOMEN ELECTORS

BY DR. MARION PHILLIPS

*Chief Woman Officer of the Labour Party.*

As every political worker knows, the organisation of the electors should go on all the year round, and when an election campaign starts, all possible preliminary work should be already accomplished. In these two articles, therefore, I propose to deal first with the essential preliminaries, and secondly, with the work during the campaign itself.

### WOMEN'S SECTIONS.

In the preliminary work the establishment of a Women's Section in every part of the constituency which has a local Labour Party, is essential. Members of the Women's Section should also be members of Ward Committees, or Polling District Committees, co-operating and not in rivalry with them. In the case of well-organised constituencies, the Ward Committee itself may find it well to form a special group of women workers for intensive propaganda amongst the women electors in their ward, but in any case it is to the Women's Sections that the Labour Agent should look as the centre of energy and inspiration for the women workers throughout his constituency. Directly a Section has been formed, the agent should seek their co-operation in organising a *continuous canvass of women electors*. The following plan of organisation will be found a useful guide.

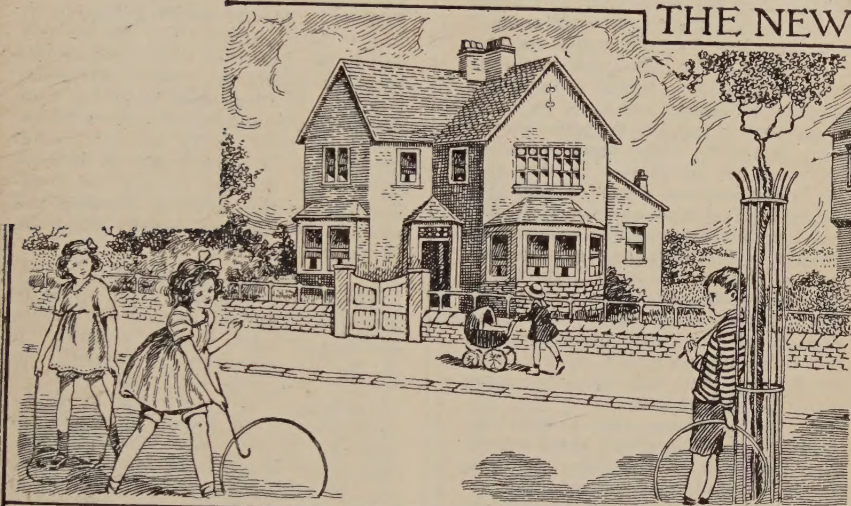
### CONTINUOUS CANVASS.

1. Get the women immediately to write canvass cards for women electors on the register, and to divide these up into small groups of not more than one dozen each, which should become the special charge of one member. These again should be grouped under a street or village captain, and once a month or once in two months a regular canvass of every one of these electors should be undertaken. Each member would only have to visit 12, and it would be the business of the street or village captain to make sure that the work was going on well, to get reports, and to make reports regularly to the Section meeting and the agent or the secretary of the Ward Committee, whichever is decided upon.



# ELECTION ADDRESS FRONTISPIECE

## LABOUR'S POLICY :: RING IN THE NEW



## THE OPPOSITION'S POLICY :: THE OLD

Blocks as per this print, cut out at the top left-hand corner for the photo of the candidate, can be supplied at 15/- each, post paid, cash with order, from

**THOS. SUMMERBELL,** 10 GREEN STREET, SUNDERLAND  
One size only. Made for a foolscap quarto.

2. The object of the canvass should be a different one on each occasion. A visit should be made to ask the woman elector to become a member of the Labour Party and to give her literature and endeavour to sell to her the "Labour Woman," and get her to become a regular contributor. The next visit might be made with a new leaflet or with the purpose of asking her to a social or to ask for her support for some special local campaign. The more variation that can be introduced in this way the better, because a woman who may not be interested on one occasion may find her interest specially aroused on another. On obtaining a subscriber for the "Labour Woman," the visitor should see that she duly notifies the literature secretary of the Women's Section of the new subscriber, and the literature secretary in her turn should see that she gets the paper regularly each month.

3. In organising this canvass the agent or ward secretary should make clear to each woman what information is desired, and should give her this clearly written down so that she can refer to it and know just where she is.

4. It is useful to draw up a list of notes for canvassers to help them in their work and give a copy to each.

By dividing up the district in this way and by having a continuous canvass each time on a different matter, but always with the same general object, namely, to get supporters for the Labour Party, and by having regular reports at least once in two months to the Women's Sections, considerable rivalry is created and interest grows in the work. On the whole it is advisable where the number of workers is sufficient, for two to go together as it makes their task more interesting.

#### SPECIAL GROUPS.

5. Another very valuable method of procedure is to make special efforts to rouse the interest of different sections of the women in the constituency. The wives of Trade Unionists for example, should be dealt with separately. It is well to have a letter drafted and sent to the wife of every Trade Unionist, pointing out to her the reasons why she should be specially concerned in the work of the Labour Party. A similar letter written to the

men Trade Unionists themselves, urging upon them the need of interesting their wives in Labour Party politics is an additional help. In sending out such a letter it is well to have some definite object in view, such as a special social gathering to which these women may be invited, and in the course of which one or two speeches should be made on Labour politics. Similar work may be done amongst co-operators. Another scheme, too little used, is to have a special distribution of some leaflet of interest to women outside all the mothers' meetings of the different churches and chapels, which are usually held on Monday afternoons.

#### TRAINING WORKERS.

These proposals above all relate to attempts to spread interest in Labour politics amongst women electors. It is equally important to prepare the women workers for their task in organisation, and we recommend the establishment of speakers' classes for women in all our constituencies. Sometimes it has been found possible to do this through the Labour Women's Advisory Councils, but wherever a Section is able to do this in their own constituency it is an additional advantage as they can get more people to come than if they have to travel to a centre some way off. The scheme for classes has been drawn up and published in the "Labour Woman," and it has the double object of giving information on political questions as well as of training women to take their full share of public life. The conduct of meetings, the methods of canvassing, businesslike ways of taking the minutes, as well as speaking, are all included in the suggested scheme of classes. Wherever possible, our district organisers are themselves conducting these, but it is impossible for them to do so in as many districts as require them, and therefore local leaders are essential. Our organisers, however, give these every help they can in showing them how the classes should be run and even where the leader may not be very highly skilled herself, they form a useful purpose.

#### FINANCE.

It is quite clear that to carry out this work the Women's Section must have some funds at their disposal as well as a meeting place. Directly a Women's Section is formed, the local



Labour Party with which it is connected, should make arrangements with them on finance. The recommendation of the Executive Committee of the Labour Party on this subject will be found in the pamphlet on the *Organisation of Women within the Labour Party* (price 2d. per copy) which goes fully into this and other questions which are mentioned in this article, and should be in the hands of all officers of Local Labour Parties as well as of Women's Sections. Local Labour Parties should take a generous view of this matter, for the women members are a great gain to them in providing voluntary workers as well as in collecting funds for the Party generally. They should, therefore, always do their best to see that the Section has a suitable meeting place and that it has sufficient money for its own affairs to be carried on energetically and efficiently. Money collected by the Women's Section itself, is, of course, the property of the Women's Section, but general experience has been that the constituency Labour Parties receive a great deal of service from their women members in the collection of funds for general objects and especially for the election funds.

(To be continued.)

Many of our readers will be pleased to hear of the service advertised in this issue by our friend, Mr. H. Colman, of the Peacock Publicity Service. Promptitude and clear impressions characterise all the facsimile work turned out in this quarter, and during the General Election, agents and parties who are pressed for time, or who have not their own duplicating facilities, will find an excellent service here to their hand, whether the purpose be anything from an election address to an announcement of a ward meeting. As to election addresses, it should not be forgotten that the human brain has been said to be unable to hold or grasp more than five points at a time. A facsimile election address on a quarto sheet, driving home five points, seems to us to have at least five others in its favours, viz., brevity, personality, readability, attractiveness, and effectiveness. And all these things are needed to win elections.

## SHALL WE CANVASS?

### AN ARTICLE ON THE ETHICS OF CANVASSING.

"Shall we canvass?" is a question more often asked among Labour election workers than among the workers of any other Party. That this is so is an amazing fact, because, as will be shown, no Party can less afford to do without canvassing than the Labour Party. That the question is asked at all is to some extent due to the presence in our ranks of Simon Purists who affect to see in canvassing something of an improper nature affecting the theoretical and abstract rights of alleged free and independent voters to record their votes through the ballot box without interference or persuasion from any person or any Party. This delightful vision of a Briton's electoral rights, however, altogether ignores existing facts, and even the ordinary operations and influences of society and the organisations within society which appertain to modern civilisation and political warfare. One individual can no more isolate himself from the influences of conflicting opinion or competing candidates than could, during the war, any one person entirely extricate himself from the current which brought the whole nation into the conflict.

It has still to be proved that canvassing is the most obnoxious influence brought into play at election times. Yet this is the hypothesis upon which the theoretical opponent of canvassing bases his case. Apparently the grossest misrepresentation and newspaper falsehood may go unchecked, but canvassing for the purpose of bringing home the truth is taboo. A candidate may give from his platform the most grotesque distortion of his opponent's case, but his opponent may not by proxy attend upon the individual elector for the purpose of correcting the evil impression given. The puritanical opponents of canvassing do really present an appallingly ridiculous case, but any person who calmly examines the pros and cons of the matter will arrive at the conclusion that, after all, so far from the practice being improper, it affords probably the greatest safeguard candidates possess for the pure conduct of elections and the triumph of truth. This at any rate is true for Labour candidates.

It is often found on examination that at the root of the canvassing difficulty it is not so much a question of a conscientious objection as a rooted dislike to the supposed distastefulness of the task. And one does not wonder. The vast majority of canvasses in the past have been carried out on a plan copied from our opponents and conceivably suited to their needs, but by no means corresponding to our own—and certainly not adapted to the present state of organisation and development of the Labour Party. The method of canvassing that we have generally adopted and which perhaps in the early years of the Party was the only one left to us, has been without doubt a distasteful task. In another part of this issue is reprinted an article from the first public issue of the "Labour Organiser," and there will be found outlined an up-to-date plan of canvassing, which, since the publication of the article referred to, has been adopted in literally scores of constituencies. Canvassing can be made at least less unpleasant, and if some preparatory work has been done and an organisation built on modern lines, then the visitation of electors can become one of the most pleasant and exhilarating of election activities.

One has but to consider the weapons in the hands of the various political Parties to realise that for Labour to surrender the practice of canvassing would be tantamount to suicide at the polls. According to the Newspaper Press Directory there are no fewer than 2,261 newspapers in the United Kingdom; 440 of these are within the London postal radius, and of these 25 are morning dailies, and seven are evening dailies. In the English and Welsh provinces there are 1,394 newspapers, of which 43 are morning and 83 evening dailies, while Scotland boasts 236 papers, including nine morning and 10 evening dailies. It is safe to say that 99.9 of this huge force is actively anti-Labour, and, for the benefit of some of our friends, we would remind them that the alleged "sympathetic" newspapers are the most dangerous enemies of all. Who can conceive the full extent of the tremendous influence in shaping public mind and opinion that is possessed by those 2,261 "capitalistic" newspapers? One paper alone claims a sale of 7,500,000 copies per week, while half-

a-dozen others between them total 12 to 15 million copies per week. In the face of such stupendous odds it is amazing that Labour has attained to the position it holds to-day. Who can say what would have been the position in politics had the resources of the Parties been reversed?

The enormous power of the Press and the depth of its unscrupulousness are in themselves conclusive arguments why Labour should redouble its energies on the canvass at election times. The spasmodic issue of one election special during the course of an election, or the occasional distribution of a free copy of the "Daily Herald" do not suffice to destroy the cumulative effect of the daily doses of poison that enter workers' homes through the medium of the National and Provincial Press. There is but one antidote, and that is the personal visit from a representative of the Party armed with the Party's literature and prepared to do battle on the doorstep with the wrong impressions and untruths that our enemies' resources enable them to spread.

### PLANNING THE CAMPAIGN

No election ought to be undertaken without a very comprehensive preliminary survey of the course which it is intended should be pursued during the contest. It is sheer madness to attempt to muddle through without both a detailed estimate of the expense (dealt with elsewhere) or an exhaustive plan of the activities that will be undertaken. It may be perfectly true that as events develop plans may be altered, but in these days of strictly limited expenses and keenly-fought elections, no plan can be seriously altered without considering the general effects on other plans previously thought of and decided upon. The advantages therefore, of having the whole campaign in focus before it begins are so obvious that they ought not to need elaboration.

The first consideration undoubtedly, is the monetary one. How much is there to spend? Are the funds in hand? And how will they be forthcoming? These are preliminaries that I have known not even discussed until the election was well under weigh. And that way madness lies. At the earliest convenient opportunity, a full and frank discussion should take place



between the candidate and agent on these matters, and no man should be expected to formulate a plan in the dark, as to when and how much he may receive.

#### THE CASH PROBLEM.

In the difficult cases of which there will be no doubt many, where Labour will go to the poll uncertain as to how much it will have to spend because of the uncertainty of what can be raised during the contest, the only sound advice that can be given is to "gang warily." It goes without saying, that supreme efforts should be made to get a definite forecast beforehand, and it is sounder policy to know certainly that one may spend £150 and no more, than it is to enter on a conflict harassed and uncertain only to find that three or four hundred pounds or more can be spent. Expenditure under such circumstances frequently does not return the value that the certainty of a smaller amount would have insured.

The plan of the Party which has to fight a battle on extremely slender resources with, however, the possibility of expansion, is a very difficult one to outline. An attempt is made in the article on preparing an estimate to give some guidance on this problem, but it is nevertheless true that the plan is the basis of the estimate, and in all these cases Local Parties must make up their minds for absolutely the most rigid economy in regard to payment for services rendered. Their plans will therefore be based almost wholly on voluntary service.

Coming to details, the principal matters which require settling in any preliminary plan are (apart, of course, from matters of policy which are outside the scope of this article): (1) The extent to which a staff shall be engaged. (2) The extent to which the campaign shall be carried by way of meetings, or by way of literature and publications. (3) The form and manner of the issue of the election address and poll card, if any. (4) In County constituencies the problem of centralisation and decentralisation in relation to sub-agents and the related problem of transit. (5) The question of the contents of the free postal packet and a possibility of a second postal delivery.

#### VOLUNTARY OR PAID WORKERS.

Taking the first of these questions the Local Party putting up the Spartan fight we have indicated above will

quickly decide this issue. There simply can be no staff, and while straightened circumstances of necessity spell lost votes it can by no means be argued that the absence of a big paid staff *necessitates* defeat. In many cases it merely means that a possible majority may not be so big. On the border line it must certainly be confessed that the want of the tar may cause the ship to sink. In cases where money can be spent it will, however, still be found that necessities widely differ. A Borough constituency may need no more than a clerk or two and a typist, while in County constituencies if the thing is to be done well a stronger staff is required at headquarters, and one must send full time outposts into various parts of the constituency, and the necessity of messengers is obvious. But here again circumstances may alter cases, and entirely virgin constituencies will need a larger staff than a constituency with a well developed Party, while in all constituencies a consistent preliminary hunt for workers should reduce the costs for staff. It should be borne in mind that wherever this cost can be reduced, more is available for productive publicity work either on the platform or through publications. At any rate the question of staff may loom so largely in the election accounts that the necessity of boldly facing the question and examining the requirements beforehand is obligatory on all who desire to know what they are about, and to see their plans in prospective beforehand.

#### MEETINGS, ADDRESS, POLL CARD.

The extent to which the campaign shall be carried in the direction of meetings, or in the quantity of printed matter, is a consideration of first-rate importance. If a hurricane campaign of meetings is contemplated or possible, its effect should be considered in relation to the possibilities of doing an effective canvass at the same time, and also to its restricting effect on what may be spent in literature, leaflets, posters, election news-sheets, etc. Even with a more moderate programme of meetings it is essential one should have a general idea as to the number of big meetings that are proposed, and the number of smaller meetings also. Suggestions for a big poster campaign or the temporary publication of an election newspaper

or special election sheet, are each matters for prior reflection and settlement in relation to other activities. It is, for instance, virtually impossible to engage a large staff, to conduct a hurricane meeting campaign, a big poster campaign, and publish newspapers all within the limit of sevenpence per elector. One must choose largely beforehand.

The form and manner of issue of the election address and poll cards are matters which in themselves may be so costly as to eat a tremendous hole in the sum available as expenses. Many candidates settle the form of their election address considerably before the contest, and there are many advantages arising from the early settlement of this important question. In a restricted election account the mere question of envelopes and cost of writing and filling same may constitute an appreciable percentage of the total sum available, and it may therefore be decided beforehand whether it is not advisable to issue the election address without envelopes, or even in extreme cases to distribute same door to door and save the cost of writing the electors names thereon. Perhaps even in yet more dire circumstances to abolish same altogether and rely upon oratorical propaganda as being sufficient for the propounding of the candidate's views.

#### OTHER DETAILS.

The question of the poll card raises also the fifth question mentioned above as to whether or no one shall avail oneself of the free postage and issue yet another communication to the electors through the printed matter post. The questions involved are whether or no one may safely delay the issue of the election address till the poll card goes or whether it is sufficient to issue the election address by hand (with its probable reduced cost) or again, whether the election address shall be sent out as a double post paid for by the candidate. If the latter course is decided upon, then obviously the rest of the campaign must be effected by the expense incurred, amounting with the cost of printing, stationery and labour to certainly not less than 1½d. per elector, or exactly 25 per cent. of the total available. It is probable that few candidates will care to do this, yet it is undoubtedly necessary to make up one's mind and in good time.

Where in County constituencies it is decided to convene public meetings in the hamlets or villages, by means of postally delivered duplicated semi-personal letters, the position is simplified so far as the area is concerned where the letters go. The prime argument for two posts is always the desire to get before the electors (1) fairly early with an address, and (2) at a late date with the poll card. The duplicated letter naturally can be made to go a long way to satisfy the first desire.

The consideration which will affect all County constituencies is whether or no the central committee rooms of the Division shall centralise practically all expenses, or whether responsibility and spending power is to be delegated to sub-agents centred in different parts of the constituency. The pros and cons of this question are fully dealt with in an article elsewhere in this issue, but for the purposes of any complete plan or any actual estimate of expense, the principles on which the election in County Divisions shall be fought requires to be settled in good time and certainly before an estimate can be drawn up.

#### WORKERS! WORKERS! WORKERS!

When the hurly burly of the election is over, some there be among the candidates, and among the agents, too, who, emulating Mr. Lloyd George in 1918, will utter the vain boast: "Alone I did it." And yet no election was ever won but that was a soldiers' battle through and through. It is the workers that "do it."

In the course of an election there is no cry that goes up more and more insistently than that for workers. Election agents, ward and polling district captains, and all others in charge, are usually at their wits' end to procure sufficient men and women for the hundred and one tasks there are to do in the course of a well-contested election. Even if workers are plentiful, it is rare indeed that among them are to be found sufficient trained and capable people able to take charge of responsible offices with the minimum of supervision. Whether the Election comes this spring, this summer, next winter, or next year, there cannot be one single moment to



# South East Southwark

AND

## North Camberwell

*Were great Labour Victories  
Good Printing helped to Win*

"Dear Sirs,

The printing by you of the election literature used in the recent North Camberwell Parliamentary and L.C.C. fights was done so well and expeditiously that I have no hesitation in saying that your firm's work greatly contributed to the great successes achieved.

Yours sincerely,

CECIL A. G. MANNING,  
Labour Agent, North Camberwell  
Labour Party,

356 Old Kent Road, S.E.1."

Send for samples of our election literature and let our printing help you also. The General Election will soon be here. Get ready at once.

*Don't delay—but send to-day to*  
**FROWDE & CO.**  
242-244 Old Kent Road,  
London, S.E.1

'PHONE HOP. 1796

lose in adding to the army of workers that are required, or in training those who have already "joined up." In the "Labour Organiser" for November, 1921, a useful and successful plan for finding workers was there given, and from time to time we have outlined various plans for giving present workers a better insight into the practical working of an election in order that when the time of testing comes each person may be able to fall into his or her place with an intelligent idea of the whole plan and purpose of their work.

In the course of electioneering the geographical basis seen in the formation of ward and polling district committees has never been improved upon, and it cannot be too strongly urged upon all Parties, whether Divisional or Local, that the first step is to place all present workers of the Party in and upon some ward or polling district committee. This done, meetings MUST be called of these units, where the business should be specifically to discuss the situation in their own ward or area. It is not supposed that polling district committees can be established *always* for *every* polling district, and sometimes a committee may cover a group. These committee meetings are admirable opportunities not only for accomplishing present work, but for the initiation of fresh adherents in the arts of organisation and electioneering. Experiences can be given, notes compared, and practical addresses arranged on this or that aspect of election work.

The nucleus of ward and polling district committees is invariably the best basis on which to extend the army of workers, but the canvass of sympathisers is all the year round work which should never flag. The approach of an election presents a special opportunity for redoubled efforts to secure more helpers. The closer the election approaches the more persons there are who, while normally indifferent to Party work, find themselves becoming more and more interested and excited in politics. It is the experience of every electioneer that there are scores of people who never take the slightest part or interest in politics until the election approaches. Many of these people are extraordinarily capable workers, and while the election fever lasts are Trojans in the work. The

existence of these people should never be forgotten. Excellently as one may map out the district long beforehand with present available forces, reinforcements are, nevertheless, latent in every electorate, and a vigilant look-out for these people is absolutely necessary. Places for them should be found in the ranks. In many districts the records of past elections contain the names of these people, and all post-election efforts having failed to interest them in organisation, they have sometimes been treated as hopeless and of no value. State records, however, might well be looked up, though it is suggested that many of these people find their way into the committee rooms as the election proceeds, springing, as it would seem, from nowhere.

The fight which is the best fight is that in which the work is spread over the largest number of shoulders, and in which the willing horses are not driven too hardy. Early attention to the great hunt for workers will ensure this, and the first canvass in all elections should be the canvass for helpers.

It is a curious thing that people who have fought in many contests very frequently could not name more than three or four directions in which a person could be useful at an election. Yet the first inquiry of the person who is canvassed as a helper is what he can do, or what he is expected to do. It is bad policy to be everlastingly drumming the canvass into all and every person who tenders assistance. As a matter of fact, the canvass should, in a well-conducted constituency, be largely reserved for those permanent persons of the Party who have received some training at ward and polling district committee meetings, and who have at least some ability to express in a conversational manner the Party's point of view on the issues of the election. This is the ideal thing, but there is no earthly reason why it should not be the general thing. Given an adequate canvass for workers at the onset, it should frequently be possible for sufficient workers to be forthcoming to allow, at any rate in many parts, some choice of work.

In the first issue of the "Labour Organiser" we reproduced a useful card known as the "What will I do" card, which we make no apology for again reproducing on next page.



The Labour Party "WHAT-WILL-I-DO" Card.  
Being a Census of our WILLING WORKERS.

I promise to help secure a Ringing Labour Victory	By Canvassing house-to-house.	
	By Canvassing for other Workers.	
	By Canvassing Friends or Workmates.	
	By helping at Meetings.	
	By Distributing Literature.	
	By Speaking or Taking Chair.	
	By Arranging Cottage Meetings.	
	By Writing in Committee Rooms.	
	By acting as Cyclist (own bicycle).	
By acting as Fetcher-up on Polling Day.		
By acting as Checker on Polling Day.		
By Showing Photo, Bills, etc., in my window.		

Put a X against whatsoever you will do.

Name.....

Address..... THANK YOU!

Printer's Imprint.

The principle of this card has been utilised in some form or other in practically every election since its publication, and not the least of its value lies in the insight given to fresh workers of the directions in which they may be of service. A worker may promise some little service at the commencement and thus be drawn into the contest, but later larger and more valuable services may be tendered. The bald invitation to the new worker to straight away go out on the knocker is often likely to lead to a refusal of service. One well knows, of course, that needs must when the devil drives, and at a late hour, in a hard pushed election, there is more excuse for the everlasting appeal to all and sundry to get out on the canvass. This article, however, is written on the assumption that time is being taken by the forelock and that a genuine campaign is being launched beforehand to enrol the great army that is required, and that then some selection will be possible in appointing canvassers, and some endeavour made to fit them better for the task.

THE MEETING CAMPAIGN

One of the most strenuous duties at all elections is the conduct of the meeting campaign. Particularly is this the case in great County constituencies, where, added to the normal difficulties of conducting many meetings is the added one of transit, which subject will be dealt with in our next issue.

One of the most successful plans we have known for the conduct of the election meeting campaign is outlined below. The election agent is particularly unfortunate if he is unable to devolve practically the whole of the detail work connected with the meetings to some subordinate officer or clerk. We would strongly advise this course in every case, and indeed the meetings department is next to the canvass, the most important function to be performed at the election.

A GOOD PLAN.

In the plan under notice, a record card is written for every hall and meeting house in the constituency, and thereon is recorded all the known information as to the price, seating

capacity, lighting and heating arrangements, authority for letting, and if possible, vacant dates. This card is marked up for every booking, and the cards are indexed into the various wards or grouped polling district areas by which the election is being organised.

The names of speakers promised or possible are written on other cards with as full information as is procurable concerning same. The cards, too, are kept constantly up-to-date with the bookings of the speaker and the meetings at which he will speak.

A third set of cards contains the record of meetings that have been definitely fixed, and these are indexed in the day-to-day dates, thus if the election commences on the 2nd, and polling is on the 16th, each day's meetings will be found on separate cards behind the index card bearing the number of the day of the month. These meeting cards contain the fullest information concerning each meeting arranged, such as name of hall, speakers, price paid, advertising done, and so forth.

It will thus be seen that within the compass of three sets of small record cards every conceivable item of information required is kept carefully recorded, and there is little possibility of confusion and mistakes.

In so carefully ordered a system it is only natural to find that each speaker's engagements are written for him on a speakers' card in good time, and the speaker finds himself possessed of full information as to where he is to speak, how to get there, how long he is to speak, who the other speakers are, and sometimes suggested points that it is desired should be rubbed home.

The meetings department is naturally most closely associated with the arrangements for transit, and on the other side with the arrangements for printing and advertising. One added value of a special clerk to look after meetings is the increased attention that can be given to the procuring of fresh speakers. It should not be forgotten that the General Election will find most Parties short of orators just at the time when floods of oratory are both desirable and expected. National speakers will obviously be scarce and many of them engaged in their own contests. The absence of the oratorical

deluge which sometimes wins By-Elections for Labour may possibly prove a sore disadvantage in some constituencies where the said deluge has in the past beaten a more powerful "machine," and when now for the first time a weakened battery of orators can only be put up against the same machine methods of the enemy.

#### SPEAKERS.

The remedy apart from improvements to the "machine" is fairly obvious. It consists of training speakers NOW. Excellent work has recently been done in this direction by Women's Sections up and down the country, but undoubtedly the best training that can be given the male would-be orator is the experience of conducting meetings or short speeches at small local public meetings. In the vast majority of cases it is merely the need of practice that prevents a man "coming out" on the occasions when he is required. Unless we are mistaken there is time for a vast amount of experience to be gained this spring by budding speakers who would prove towers of strength when the election is upon us.

To return to the subject proper of this article, organisers of the meetings could not do better than work their campaign closely to the map. A good plan is to mark out on a large scale map the whole of the meeting places in a constituency which are likely to be utilised. The nature of the constituency will determine whether or not any further particularisation in the markings should take place. As meetings are held, little pin flags may be stuck in the map at the proper point, and so at a glance one gets a bird's eye view of the extent to which the electorate has been touched by the speakers.

It is a great mistake to commence the meeting campaign too soon. It should be remembered that the candidate's strength and voice have got to last out, so too, has the money, not to mention the fancy of the electors to hear what your speakers have got to say. The campaign is best started with a meeting marking the commencement of real operations followed by a short interval and other meetings, the punctuation getting closer and closer as the election gets nearer, till in the last week as many meetings as can be crowded in should be attempted. This



presupposes that concurrent efforts in the direction of publicity and the canvass are all co-ordinated towards raising the feeling in the constituency to ~~the~~ <sup>the</sup> ~~best~~ <sup>the</sup> ~~last~~ <sup>the</sup> ~~week~~ <sup>the</sup> ~~with~~ <sup>the</sup> the actual polling coming on the flood tide. This ideal result will not be obtained if the meeting campaign has begun at too terrific a pace, and a compulsory slackening down has occurred.

#### CONDUCT OF MEETINGS.

The conduct of the meetings is a matter of supreme importance, and there is usually room for vast improvement. The meetings officer should be absolutely adamant in insisting on workers being drafted to him on whom he can rely for early attendance at the meeting places prior to the opening of the doors, efficient stewarding, and chairmanship. If meetings are left to take care of themselves at the commencement, if late starts become the habit, and if a wrangle takes place when the meeting ought to be beginning as to who shall take the chair, and as to what is the order of the agenda, then the whole campaign will suffer, other meetings will become disorganised, transit will be upset, and a serious leakage of effect and votes will take place. The organisation whose meetings are slovenly deserves to lose, and despite what their speakers may claim they are a standing illustration of the unfitness, at any rate, of the members of that organisation to govern. Arrangements for opening, stewarding, agenda and chairmanship are in every way as essential as the booking of the hall itself, though we have known even that forgotten. Whoever is in charge of the election should make a definite point of insisting that these details are attended to.

It is a mistake to confine the stewarding of public meetings to male workers. The advantage of women stewards if the attendance of women at the meetings is to be cultivated, is fairly obvious, while the women's committee may frequently be able to suggest some means by which halls or schoolrooms may be made more comfortable and attractive, and men and women be made to feel more at home.

In country districts special attention should be paid to the lighting and heating arrangements, and extra lights obtained and extra heating paid for if

necessary in village schoolrooms. It goes without saying that schoolrooms well set back from the road should have attention paid to the lighting of the outer approaches. This point is frequently overlooked by those who let the rooms, but no careful organiser can afford to forget it. The provision of a few lights may make a difference to the number present and certainly all will appreciate the interest taken in their comfort and in the avoidance of risks.

A point worth remembering is the importance of securing announcements of meetings on the halls, or within the precincts of the place where they are to be held. A poster on the hall itself is usually worth three or four posters in other places.

#### SAVING LABOUR IN THE WRITING UP

We reproduce below a time-saving device occasionally used to reduce the amount of clerical work connected with the writing up of envelopes. The device speaks for itself.

It should be remembered that the words "election communication" must be written or stamped on the outside of all packages intended for the free postage, and the additional cost of the few added words shown is quite trifling if the envelopes are to be printed, though the amount of labour saved is quite appreciable. In some cases a printed space has also been allowed for register number, the object being to minimise errors if register numbered enclosures are to be sent in the package. If the latter course is not being taken the addition of the register number on the outside of the envelope is unnecessary and entails additional work. The checking of writing is better done by the names than by numbers.

Free postal packages may be sealed, and this course generally secures more interest in the contents by the recipient than would be obtained by an open package.

The non-use of envelopes and the substitution of folded matter may be necessary where finances are straitened. In most cases the effect is not so good, though folders adapt themselves better than envelopes to the printing of the candidate's photo on the address side of the package.

# The General Elect

The great fight is close upon us. The acid test of all our work is now coming.

**EVERY** Local Party should be on active service  
Agent and Secretary should order supplies now  
Organisation should be properly equipped

## ELECTION SUPPLIES

PARCEL OF ELECTION FORMS (specially revised). All the legal and official forms required. Indispensable. £1 1s. 0d., carriage paid.

CANVASS SLIPS (specially reduced to clear), ten slips to one cover, individual or household slips, 5s. per 1,000, carriage paid.

TRAP TIMERS, 2s. 6d. each, carriage paid.

STREET BOXES (invaluable), 5s. each, carriage paid.

## VOTING RECORDS

of Sitting Members of Parliament, 1920-21, post free, 10s. each; duplicates, ordered at same time, 5s.; additional blank schedules, 2s. 6d. each. Effective ammunition.

PLACE YOUR  
ORDERS NOW—**The Labour Pa**



# n! Are You Ready?

## POSTERS

Specially prepared for General Election only.

Eleven specially designed LETTERPRESS POSTERS in various colours and sizes to suit all districts and hoardings.

Two PICTORIAL POSTERS in several colours, sizes, and prices.

Two splendid THREE-PANEL COLOURED POSTERS, three pictures in each set, works of art. The most effective political picture posters ever issued.

*Write for list, giving sizes, subjects, prices, and full particulars, post free.*

## NEW LEAFLETS

A complete set of new leaflets in preparation. Three special issues now ready:—

“What the Coalition Government has done.” An exposure of the Coalition’s record of failure. Up-to-date. 4s. per 1,000, carriage paid. Ref. No. 13.

“Who Pays?” A clear statement of the financial jugglery of the Government. 4s. per 1,000, carriage paid. Ref. No. 15.

“Vote Labour—Five Good Reasons Why!” Coloured three-page folder, illustrated. Suitable for all elections. 10s. 6d. per 1,000, carriage paid.

*These leaflets have helped to win the recent by-election victories.*

(Publication Dept.) 33 ECCLESTON SQUARE  
LONDON, S.W.1

(See, however, article on Election Envelopes, "Labour Organiser," January, 1922, page 14). The illustrated device is just as adaptable to folders as to envelopes.

There is one method of saving envelopes, literature, and labour, which we heartily condemn. The printing below has sometimes been altered to read "Mr. and Mrs." involving the sending of one package only for man and wife. This is sheer false and futile economy. In very many cases one or other of the parties will not receive the literature, while the slight conveyed (mostly to the woman voter) is downright bad policy and definitely injurious. The woman who receives her own personal packet *feels* she is somebody and realises, perhaps for the first time, that she is being courted for her vote. The cynic will say that being a woman she likes it, which only proves the point, but to bring home to a voter, be he man or woman, the importance of the favour that is theirs to confer, is to go a long way on the road to receiving it. In any case, one is further that way than the miserly candidate who to save an envelope slight the elector.

## PREPARING THE ESTIMATE

As has been remarked in the article on "Planning the Campaign," no effective estimate of expenditure is possible without prior consideration having been given to the general lines upon which the election campaign will be run. An estimate of expenses is an absolutely necessary matter which should be gone into thoroughly and in detail concerning every constituency that is to be fought. Not only should an estimate be made just prior to an election, but an estimate should be constantly kept filed away in every constituency possessing a candidate, and, as circumstances and plans vary from time to time, so, too, should the estimate be kept revised, and be always in readiness for the possibilities of the hour.

It is a grave error to conclude that an estimate once made will stand for all circumstances or for all times. As a matter of fact, in the same constituency, and with the same amount of money to spend, the actual details of an estimate will vary considerably on the single circumstance as to whether the election be held in the summer or in the winter. The estimate will be affected, too, by developments within the Local Labour Party, and by its progress; a good influx of workers would materially affect the estimates by reducing the budget for paid labour. So, too, the establishment on a permanent basis of a local Labour newspaper would be reflected in the item, "expenses of printing," for the existence of a permanent newspaper would naturally obviate the expenses of a special election edition. The estimate for a by-election also differs from that for a General Election, inasmuch as the great platform campaigns indulged in at by-elections materially swell the item for meetings, and introduces other items which compel a revision and cutting down of expenses elsewhere. It goes, too, without saying that the ordinary estimate for bill posting would be cut down to the minimum in the winter time, when a poster's life may not contain more than seven or eight hours of effective daylight per day, and when the minimum of electors may be expected to see one's mural messages. In the summer, with twelve to fourteen hours

## ELECTION COMMUNICATION:

Mr.  
Mrs.  
Miss

Street

Road or Lane

WIDNES.

*With the Compliments of  
The Right Hon. Arthur Henderson.*

Printer's Imprint.



of daylight, and with people's habits largely re-adapted to outdoor conditions, greater expenditure on posters and bill posting is justified, and the life of a poster is longer owing to improved weather conditions.

### THE MAIN HEADINGS.

The above are only a few of the considerations which demand the occasional revision of an estimate, and the following remarks are directed rather to give some guidance on the manner in which an estimate should be drawn up, than any indication as to what ought to be spent under the different headings. It may be convenient to give a summary of the headings under which expenditure may be incurred and to confine our advice to the headings as they occur. The following are the sole headings under which expenditure may be incurred:—

1. Personal expenses of the candidate paid by himself.
2. Personal expenses of the candidate paid by the election agent.
3. Election agent's fee.
4. Paid to sub-agents.
5. Paid to polling agents (i.e., personation agents).
6. Paid to clerks.
7. Paid to messengers.
8. Paid for printing.
9. Paid for advertising.
10. Paid for stationery.
11. Paid for postage.
12. Paid for telegrams.
13. Paid for the hire of rooms for holding public meetings.
14. Paid for the hire of rooms for Committee rooms.
15. Paid for miscellaneous matters.

Regarding the personal expenses of the candidate, nothing can be done regarding the estimate without consultation with the candidate himself, and as this item (provided it does not exceed more than £100) does not rank against the ordinary limit of expenses, we will disregard it here. The matter will again be referred to in next month's article on the "Financial Side of Electioneering."

The election agent's fee is a further item which does not rank against the normal limit allowed by statute to be spent, providing the fee does not exceed £50 in a borough, and £75 in a county. So far as the item concerns the estimate, it is obvious that an

agreement as to the amount of the fee should be come to at an early date, between the financing organisation and the agent to be appointed.

### THE STAFF.

In estimating the amount that will be reserved for the payment of sub-agents, full consideration should be given to the arguments for and against the appointment of these officers, to be found in another part of this issue. If the policy of appointment is decided upon, an estimate should be carefully thought out of the places where sub-agents will be appointed, and the probable duration of the appointment in each place should be noted down on paper and a calculation made of the estimated cost of each officer. No flat rate can possibly be laid down, for one officer may be engaged for three weeks, or a month, while another man may not be wanted for more than a week or ten days. In some cases, too, sub-agents may be appointed who are not whole-time officers. It will thus be seen that the estimate under this heading can only be reached by very careful examination of the contemplated requirements.

In regard to the estimate for either sub-agents, clerks, or messengers, there is one golden rule to be followed. The requirements to carry out one's original plans should be set down precisely as we have indicated, and the total figure under each heading is then available. There is little doubt that the first plan and estimate under these heads will give an altogether impossible total, and so the process has to be gone through of revising the estimate and altering the plan until at last the totals under either of these headings is brought down to reasonable proportions. The total ought in each case to include some margin (at least fifteen per cent.) for emergencies.

The result of getting at the cost for labour in this manner is usually to get a very vivid idea of the extent to which voluntary labour will have to be whipped up, and it is all to the good that this matter should have to be faced as a result of preparing the estimate.

In the succeeding items of the estimate there is generally a definite minimum below which one cannot possibly hope to conduct an effective

election. Elections can be, and are, won without a single penny for paid services, though it is admitted that such occasions are rare, and the contest is sadly hampered if such a course is to be attempted. But it is unthinkable that an election can be fought and won without any expenditure for such items as printing, postage, public meetings or committee rooms. Therefore, the policy in preparing the estimate for these items somewhat differs.

#### PRINTING AND ADVERTISING.

In looking at the printing item it is a great advantage to have by one the invoices that have been collected in the course of previous dealings with printers. These form a rough and ready guide for the man whose practical knowledge of printing and estimating is nil, and who has, therefore, nothing to guide him except previous experience as to what are or are not usual charges. There is no item in the whole estimate more uncertain than the printing cost, and no item in which estimates are so apt to be exceeded. The election agent who keeps cool and looks ahead during the course of his contest is able to save money on his printing bill by avoiding "rushed" jobs and overtime on same, and he is able also to obtain competitive estimates which are a considerable help, though he does not necessarily take the lowest of them. In arriving at the total to be expended, one puts down in detail the prices that have been procured, or are expected to be paid, for election addresses, poll cards, posters, leaflets, photos, news sheets, and so forth. Reckless ordering of throwaways during an election as an answer to all and every point of the enemy is a fruitful source of difficulty in keeping to the printing estimate, and the agent must make up his mind that having reserved a price for a certain number of issues of handbills or throwaways he will strictly keep to this number of issues and will not be rushed off his feet by any scare set up by the enemy and re-echoed in his own ranks. The preparation of the estimate under the printing heading will cause the agent some trouble, and he is not likely to arrive at his total in one sitting. In addition to prices of previous printing, it is good business to get samples of paper in stock and to attain a certain familiarity with

sizes, qualities, and available tints. It is not good business to make rash promises to any printer before the election. When the total sum of the printing estimate has been obtained, the largest margin of all should be set aside before carrying the total out as a final estimate. Twenty-five per cent. margin is none too little.

#### STATIONERY, POSTAGE AND TELEGRAMS.

The item of advertising will generally consist principally of bill posting. Newspaper advertisements, except in exceptional instances, are rarely profitable. If sandwich men are engaged it is safer not to employ them other than through an advertising contractor (who is, of course, in most cases the bill poster), and the charge is obviously an advertising charge. Bill posters have a nasty habit of increasing their charges in the course of an election, and one has to contemplate in county constituencies the possibility on some occasions of hiring a car, or accepting the charge for a car, to take the bill poster round doing fly posting in scattered areas. An ascertained charge for so much per double crown sheet, multiplied by the number of posters that one intends to use, will rarely bring one to a correct total, because of the additional charges named, and a twenty per cent. margin is advisable in a final estimate over and above the computation made.

The estimate for stationery is not a difficult matter, and some will have been included in the item for printing. There is, however, a necessity to privately write down a considerable margin over the actual requirements of an election, because of the known proclivity of election workers to fail to fully realise the *meum et tuum* of pencils, pens, and envelopes. The issue of small stocks, and an unobtrusive vigilance is always worth while in the stationery department during the election.

Reference to the plan is again necessary to get at the cost of postage. If a second postage has been decided upon this item will assume enormous proportions, while if no general second postage has been decided upon it may be found advisable in county constituencies to summon meetings in scattered areas with semi-personal duplicated letters sent through the post. If this plan has been decided upon



there has been an obvious saving in the printing bill to balance the addition to the postage, though it is easy to err by omitting the full cost of duplicating paper, stencils, and ink from the stationery item. The estimate should not fail to allow for the legitimate postage of branch committee rooms, though the agent will naturally observe a due vigilance during the contest to see that this item is not used by subordinates to cover up something that should not have been done. If this is permitted there will be no limit to the postage bill nor any limit to the risk that is run. The item for telegrams should not, of course, be a formidable matter, and £5 is a fairly substantial sum in most cases.

#### HIRE OF ROOMS.

The expenditure under the heading for the hire of rooms for public meetings, or for committee rooms, is best estimated by including with the actual rents paid, such supplementary expenses as are frequently incurred under both these headings. Thus a caretaker's fee, generally speaking, would rank as paid for hire. It has been held that this is not an employment, and commonsense will establish the item as normally inclusive in what is due for rent. So, too, in regard to committee rooms, lighting, heating, and cleaning are sometimes included as part of the sum paid for hire, and in other cases they are separate items. As in the latter case, they are apt to be overlooked, and to come in after the election as surprise expenses, we advocate their careful calculation under the applicable heading as indicated.

Once again the plan of campaign crops up in endeavouring to get at the sum to be spent for meetings. The extent to which scientific preparation has been adopted may prove a help here, for prices ought to be or have been collected. It is practically impossible, however, to say prior to an election that one will definitely engage certain halls, and certain school rooms, and so arrive at a total of the expenses. But it is possible to say that one will have so many large central meetings and so many smaller ones, and to set down an average expenditure for each by way of rent, and such matters. This is how the sum for the estimate is arrived at, and as in all contests there is the possibility of more meetings than

estimated being required, it is advisable to set down a liberal margin, say twenty per cent.

The cost of committee rooms is an item that cannot be accurately budgeted for unless the Local Party has been frankly taken into confidence on the question of the cost of the election, and been told how limited the resources are coupled with requests for the loan of committee rooms, or, at any rate, the granting of them for bare expenses only. Some, at any rate, of the committee rooms should be of this character, and one ought not to have to pay considerable sums as rent, except where it is absolutely necessary to engage the premises of entire outsiders. The question is largely a realisation of the new fact in electioneering that there is no longer sufficient allowed as a maximum to enable anybody to splash the cash about. Careful calculation needs to be made of the time for which committee rooms will be open, for naturally some committee rooms may be open a month, and others only a week or possibly on the day of the poll only.

#### THE SUNDRY ITEMS.

The final item in the estimate is the amount to be spent for miscellaneous matter. Everybody should understand that one cannot under this item include things which are expressly forbidden. Thus no money paid as wages can go under this item, for all permitted employment has already been specifically detailed. Legitimate items under this heading are sums that are paid for hire of cars during the working of the election (not, of course, for the conveyance of voters to the poll, which is illegal), sums paid for the purchase of registers, purchase or hire of typewriter, duplicator, furniture, lights, and similar matter. Expenses paid to speakers may also be brought under this heading, though it is important to remember that if anything is paid by way of a fee to a speaker it is an illegal employment and as such is prohibited. The maximum amount that may be spent under the miscellaneous heading is £200, though that total is not likely to be exceeded. Each item should, as in other instances, be carefully thought out, quotations obtained, and the calculation made according to plan.

If the margins have been allowed under the items as suggested in this article, there is no need of a further margin to be allowed in the final total that has been arrived at. The estimate now prepared should stand until revision is needed.

In next month's issue we shall deal with means whereby the election may be worked with the estimate ever in sight, and a daily book keeping total arrived at to show how far the estimate has been exceeded or worked to. The value of a good book-keeping system cannot be over-stated.

### THE PUBLICITY PROBLEM IN ELECTIONS

By H. STEPHENS

(*Labour Agent, King's Lynn Division.*)

These general observations on the practice of skilful publicity by our Party at the next General Election are made with the proviso that peculiar local conditions may call for a modification of certain suggestions.

The printed word is fast assuming the power and importance enjoyed hitherto by the spoken word, and, when we bear in mind the fact that a great number of the electors of this country never attend a political meeting—relying on the Press for their political information—it becomes evident that Labour's printed announcements should be conceived and produced with immense care and attention.

Let me urge at once the importance of harmony and co-ordination between the spoken platform word and the printed word.

Our literature, in an election contest, should have a two-fold object: to destroy the enemy (as an active Party combatant), and to win over, convince the "civilian" masses.

We should never overlook the power of "suggestion." The dominating note in all our big general matter should be the trumpet note of victory; the plaintive note is more demoralising and dangerous to us than any action of the enemy's. Every announcement should breathe vigour and vitality—not empty boasting, but strong, convincing appeal.

It is useful, too, to remember the power of repetition. Every poster should be an electoral howitzer, planting heavy and overwhelmingly power-

ful shot into the enemy and shaking his morale. Every card, every circular, should be an electoral machine gun, emitting mental shot calculated to persuade and convince the electorate. The poster message, however, should be brief and crisp; if overloaded, it may lose its effectiveness. "The best way to prevent a gun scattering is to put into it a single shot."

A well-conceived slogan—used with discretion—can be very effective.

Figures and comparative statistics are often made more arresting to the general public by the use of charts.

Cartoons, too, can be usefully employed in hammering home a good point, and humour—in good taste—is often more devastating than a ponderous diatribe.

The election address should be brief, frank, and lucid. It should breathe the personality of the candidate, and should be made as invulnerable to misrepresentation as is humanly possible.

The candidate's name should be dominant in everything, and his photograph—especially if he is handsome—should appear on every conceivable piece of publicity.

For really intensive electioneering, the form letter (typewritten) stands supreme. It can get in where ordinary Labour canvassers are forbidden to enter. Up to recently, this form of publicity has been little used on any general scale by political parties. It needs more skill, care, judgment, understanding, and originality of treatment than any other form. To the Labour Party, with its message of hope to all sections except profiteers, the form letter is a powerful weapon, for by its use a specially written message can be sent to each grade of voters, such as trade unionists, co-operators, shopkeepers, teachers, clerks, clergymen, and so on, according to the degree of organised knowledge existing in the constituency. The form letter is made much more attractive and "personal" if the candidate's signature actually appears on it. Most printers can now print letters in typewritten characters, and a block of a signature can be obtained for a few shillings. The super-process, however, is that of the Multigraph, which produces a typewritten letter that looks as if it had been specially written for the recipient, and which gives a signature hard to distinguish



from an original. Happy, indeed, is the Labour agent who can commission a helper who is really capable of undertaking a "personal letter" campaign!

In nearly every constituency—county and borough alike—the influence of the Press is enormous, and most provincial weeklies are inveterate enemies of Labour. In spite of this, however, it is often easily possible for Labour to get a "show" in local weeklies, especially if the copy provided is of "news interest." Of course, where Labour has its own weekly or monthly paper, the fullest possible use should be made of this weapon.

Every effort should be made to procure necessary publications and books of reference, ready for use at a moment's notice should a reply in the form of a leaflet be necessary. For instance, it is safe to say that the offensive opened by the "Morning Post" concerning trade union balance sheets will be pressed remorselessly in every division. Every Labour Party should be prepared to issue a devastating reply. Head offices of trade unions could render invaluable assistance by making special arrangements for the supply of quick and accurate information and "points." The Labour Research Department, of course, will be found as efficient as ever.

The general get-up of all matter issued should be attractive, easily read, and pleasing to the eye.

The writer modestly submits that if the foregoing elementary suggestions be observed, Labour's chances in most constituencies will be strengthened.

## GET OUT OF THE RUT

In calling up your helpers, appealing to local trade unions, and for the Election address

### Use Facsimile Letters.

There is as much difference between Facsimile Letters and Stencil Copies as there is between the latter and printed leaflets. They are

### Real Hand-Typed Personal Letters

and command attention from all. The sub-conscious bias against a printed letter is avoided, you reach the ear in a convincing "chatty" manner.

### You become REAL to the Electors

and not merely a distributor of printed bills. It's unusual, of course, but the unusual gets a lot of free publicity.

Ernest E. Hunter says: "I have found Peacock Facsimile Letters an invaluable aid to this Dept. on many occasions."

Get specimens and prices before the Election, in fact, now is the time to write to the Peacock Publicity Service, 5 York Buildings, Adelphi, London, W.C.2.

# Parliamentary Election Law and Procedure

For  
ELECTION  
AGENTS &  
WORKERS

By  
GEORGE HORWILL  
B.Sc. (Econ.)

INTRODUCTION BY  
Col. J. C. WEDGWOOD,  
D.S.O., M.P.

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**"THE COMPLEAT CANDIDATE"****SECRET ADVICE TO THE  
WOULD-BE M.P.**

Mr. J. H. Standing, in forwarding the following says: "This article appeared in the columns of a Sunday paper, in December, 1918. The name of the paper has escaped my memory, but the article purported to be a reprint of a secret circular sent to the candidates of one of the orthodox Parties. If it is authentic it is obviously the work of a Liberal; but whether authentic or not it may, if read with discretion, be noted with advantage by both candidates and agents."

1. Always keep your temper. Let nothing short of a black eye ruffle it.

2. Remember that it is good policy to speak kindly to and of your opponent even if he is an ass or a cad. If he requires a little wholesome correction, let some older local member of the party than yourself tackle him and do the needful, but keep out of personalities yourself.

N.B.—This rule is nearly always followed by worldly-wise Tory candidates and might be copied with advantage by Liberal dittoes.

3. Select a good agent—a man you can respect and who in turn will respect you.

In making your selection, remember that a man who is an expert at addressing envelopes does not necessarily understand the true all-round meaning of the word "organisation" and its ramifications.

Remember also that the ready and forcible local orator is not always the best agent, but that at election times the best agent keeps his mouth shut and his eyes open and his brain clear and active.

The fact that the agent is not addicted to visiting the bars of the local hotels every morning and at other odd times need not be considered a drawback to his efficiency.

Get, if possible, a good, methodical, tactful man of affairs, ready to keep his forces well in hand, and who does not try to trundle to the other side, and who is not afraid of work.

When you have selected him, pay him his full and proper fee and treat him as you would wish to be treated yourself if you occupied his position, and remember that if he does not occupy the same prominent position as you do yourself he may, nevertheless,

be as good a Liberal as you are.

4. Begin by recognising that a Parliamentary election is neither a picnic nor a holiday, but a month's hard labour for everybody who desires to win, and that you, as a candidate, will need to harvest your strength and energies so as to be fit and ready when your opponent shows signs of flagging in the fight.

Let other people get excited if they must, but keep a cool head yourself.

5. Don't keep late hours, but when you have done your full share of the day's work, go to bed, leaving idle people to sit up in the smokeroom discussing the prospects.

6. Don't eat too much and get the gout. Plain, wholesome, nutritious food suffices for an election as for other athletic exercises.

7. Although total abstinence may not be necessary for a candidate, remember that you can drink larger doses of Plasmon or good coffee without injurious effects than you can of whiskey and soda.

8. Spend an early half-day with your agent and carefully and methodically map out your plan of campaign for the whole contest. Do this on strictly commonsense business lines, spreading your work as evenly as possible over the whole period in order that you may not have on some days waste time on your hands and on others more than you can do.

9. See that your agent understands his share of the work, and make up your mind not to interfere with him afterwards by worrying him about petty details that are his business and not yours to attend to.

10. At the beginning of each week hold a consultation with your agent as to the coming week's work, and report what is necessary as to the past week. Half-an-hour spent in this way will probably save you both much time and vexation.

11. Don't bother him about petty details, e.g., as to the exact amount he has spent on postages, etc., during the past week. Try to believe he is as honest and trustworthy as you are, and confine your discussion to the more profitable topics and your own task in particular.

12. Arrange as far as possible to look through and approve draft posters intended for the printer during the contest, to prevent the issue of ex-



travagant and silly phrases committing you to policies you cannot approve.

When you have drafted your address to the electors, allow your agent to peruse and advise you thereon. He may have different views as to what you should say in it, and it is possible, though not probable, that he may be able to improve the document. Even candidates are human and liable to say unwise things in an election address.

13. Both in your address to electors and in speeches, take broad views and stick to broad issues. Don't become recognised as a friend of cranks.

14. Don't be afraid of deputations. They usually consist of persons who desire to shake hands with the candidate. Shake hands with them very cordially, and only make a promise when it is a question of general importance. Always promise careful consideration of the views expressed by the deputation even if you afterwards find that you have no time to do so.

Refuse to send written replies to any questions not submitted by an elector in the borough or division for which you are candidate. The smaller the number of promises of any kind you make the better, and in no case make a promise unless qualified with a proviso that you make it on the understanding that your action will be guided by the advice of your party leader if and when you are elected, as you expect to be.

15. In framing your plan of meetings, bear in mind the times and places at which newspapers are published in the constituency, and try to make one important speech a sufficient time before the next issue of the paper, to secure a good report of it.

16. Don't try to make four or five important speeches in one day or night, but make, if you can, *one* good, reportable speech each day and at all other meetings on *that* day, confine yourself to five-minute speeches, letting other people do the rest of the talking. Don't on any account be tempted into making longer speeches than you intended and in consequence make yourself late for other meetings. Arrive punctually and leave punctually at each meeting. If you find yourself slackening, get a trainer to go round with you and pull your coat-tails *hard*.

See that your agent sends instructions to the chairman of each meeting

that whoever may be speaking when you arrive, *that* person should promptly take his seat and finish his speech after you have left for the next meeting.

17. On no account ask your agent for the results of the canvass until the night before the poll. Make him promise to obtain them daily from the committee rooms and keep them to himself until the time mentioned, when you may be safely allowed to see them. If you see them before, you may be unduly depressed or elated, and either of these moods is bad both for your health and your candidature.

18. Don't run away with the idea that large and enthusiastic meetings at the centre are a necessary indication that your majority will be over 10,000. You could not indulge in a greater fallacy.

Meetings are a necessary part of an election and good meetings are preferable to bad ones, but they are not a safe criterion.

19. See that your *canvass* is well done and encourage your committees, *especially in the smaller and remoter districts*, to stick to this all-important part of the work. The only real and certain factor for success is that the men and women shall record their *votes*, not their shouts, for you on the polling day—on which day a reminder by wire every other hour to every committee room will encourage and spur them on to poll their *promises*.

Don't bother about the doubtfuls, but poll the definite promises. Lastly, remember that success is spelt **WORK**—steady, consistent, cheerful work. Lazy men have no place in politics.

### A COURSE OF TRAINING IN SYSTEMATIC ELECTIONEERING

We have received with singular satisfaction the typewritten matter of a course of training in Systematic Electioneering, prepared for the North East Ham Divisional Labour Party by Mr. W. S. Rainbird, who also favours us with an article in this month's "Labour Organiser." We have in the pages of this paper again and again emphasised the need for thorough training of at least some workers in every constituency. We do not believe that a rabble of untrained workers or the flooding of constituencies with Trades Union organisers whose knowledge of scientific electioneering is

practically nil, can ever return the same results, or so cheaply, as the definite training of certain workers in up-to-date electioneering methods and the practice of Labour organisation. The institution, therefore, by individual Labour agents of plans for the education of their workers in the matters referred to affords us peculiar pleasure, and is an encouragement in the policy we have advocated. It goes without saying that we heartily wish the very best success to the scheme of training named.

The matter before us consists of ten foolscap pages and cover, illustrated with diagrams of the system expounded when in operation. The type-written manuscript constitutes, of course, a little text-book on which the various parts of the course of training are grounded.

The synopsis is as follows:—

Part I.—Election Devices—Canvass. Election Devices—Records—System in Practice.

Part II.—Preparation for Campaign.

Part III.—Preparation for Polling Day and Committee Room Technique.

Each of the subjects above-named is well elaborated with explanations both as to the object and working of particular devices and the relationship to other activities or devices in the campaign.

To illustrate the course which Mr. Rainbird is so ably conducting, we cannot do better than give some extracts from the manuscript which are of particular interest to this edition of the "Labour Organiser." We are sure our readers will derive from the following some definite advantage in addition to a better understanding of the method of training adopted than we would be able to give by a description of the same.

The selections given below are, of course, extracted from other matters on the same subject, and therefore do not constitute the complete course of training on either of the subjects dealt with.

#### Part I. Election Devices. CANVASS.

#### 1.—THE CANVASS CARD.

*Object.*—A device to obtain information whether elector is: (1) a Labour voter; (2) what time he will vote; (3) whether removed; (4) unable to walk

to the poll; (5) against Labour; (6) in doubt which way to vote.

This device also gives information to the canvasser whether elector is a Trade Unionist, etc.

*To write up.*—Write first, in black ink, in space P.D. .... (a) the polling district letter; secondly, but only if writing from current register, the Register Number in space Reg. No. ....

(b) Write name and address of elector, from column 1 of Register in the case of a Parliamentary election, and from column 2 in the case of a local election.

Do not reverse the name of elector, i.e., write J. Smith, not Smith, John. Male christian names should be reduced to initials; female names should have the first christian name in full, to distinguish a woman elector.

Abbreviate street, road, avenue, to St., Rd., Av.

(c) Place tick against T.U., etc., from Marked Register (see II.). This operation should be done when checking cards with register.

*Notes.*—Before issuing register, all non-voters at an election should have been ruled out.

*Time-saver.*—Clerks writing cards should turn each card face down on completion. On completing street, rubber-band or string together. Cards must follow on in the order of the register.

Initial and tick where job is left off or finished.

#### Part II. PREPARATION FOR CAMPAIGN.

17.—*Typical Streets.* The ward secretary in consultation with his stewards, with the chart before them, will mark up the character of each street in his area. There are three marks, R., W., S. Streets that are marked R should be those mainly composed of the salaried classes, broadly speaking, persons outside the Trade Union. W. will denote streets which are mainly of the artisan class. S. will denote streets where casual and labouring workers predominate, that is, non-skilled workers down to the slum dweller.

From the streets so marked, in each polling district, THREE streets will be selected and entered in Ward Book. One will be typical of R. class, one of W., and one of S.

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These streets will be known as **TYPICAL STREETS**, and unless otherwise decided, they will be canvassed first. This is extremely important, as results in these streets may determine the whole subsequent course of the campaign.

27.—*Meetings — Outdoor (Moving chain).* A number of pitches are decided upon with two speakers for each chain. The first pitched is "belled" with handbell; first speaker opens and talks 10 to 15 minutes; then second speaker begins and talks 15 to 20 minutes. Meanwhile, No. 1 has moved to next pitch, and holds forth until No. 2 arrives. So on, until the chain is complete.

*Standing Chain.* Another effective method is to set up four to six, or more, pitches, from which speakers hold crowds for the candidate. The candidate visits each pitch with a brief speech.

Chains must be planned beforehand and speakers provided with list of pitches and time for series.

In some cases chains may be planned over several wards, when a good speaker may make an appearance in each, instead of wasting time waiting at one.

### THE NORTH CAMBERWELL ELECTION

We have received a batch of literature samples in connection with the above election, and there seems very little doubt that the effective literature produced must have had a considerable influence on the excellent victory obtained, and our congratulations are due to the election agent, Mr. Cecil A. G. Manning, and his staff, and also to Mr. R. T. Windle, the London District Organiser, who, we understand, assisted at this election.

First place must be given to a thoroughly effective and pleasing election address fully and strikingly illustrated. We have before remarked on the uses of illustration to brighten that one time stodgy document. The specimen under notice is one worth copying (if that may be done) in scores of constituencies throughout the country. The printers were Messrs. Frowde and Co., of 242-244, Old Kent Road, S.E.1. On the face of it, the get-up appears to be readily capable of standardisation.

We are interested also to note that

personal invitations to public meetings appears to have been adopted in some instances through the medium of imitation typewritten circulars, while imitation typewritten print was used for several purposes when addressing electors.

The "North Camberwell Election News" was an effective publication, which apparently ran to four issues, and must have had considerable influence on the poll. An idea worth noting was the use of the whole of the inside of the first issue for the purpose of reproducing the candidate's photograph. This, fully opened, would be roughly demy size, and a gummed portion was provided at the top for affixing to electors' inside window frames. All issues of the "Election News" were also used for the purpose of announcing meetings. The election cost of printing would, therefore, be considerably reduced by a saving both on photo cards and meeting bills. If we may venture a criticism, we think the subsequent issues of this useful little paper would have been more attractive if the news columns had been set in more orthodox style. There was a tendency to overdo display, and as a consequence there was some fighting between parallel columns and opposite pages, with a loss of effect and attractiveness. This little criticism, however, should not detract from the excellent work that was put in on this paper, and we would particularly commend the fact that the "Election News" was not a single issue but was continued, as we have remarked, to at least four. We believe that there is less effect to be obtained from one big single issue than from the cumulative effect of several smaller issues, and trust this point will be noted by agents who are contemplating similar adventures during the General Election. An important departure was the issue of a special edition for women electors.

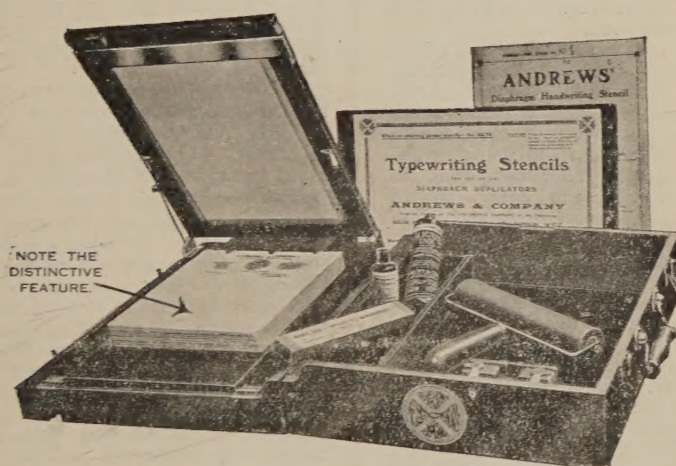
We learn with pleasure that the bazaar at Heanor (Derbyshire), mentioned in the last issue of the "Labour Organiser," resulted in a profit of about £60. For a small town, and under present circumstances, this is an extraordinarily good result, and great credit is due to the local secretary, Mr. L. Shipley, and the committees that worked with him.

# ANDREWS' DIAPHRAGM DUPLICATORS

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## LESSONS FROM CLAYTON

BY COUN. S. HAGUE

(Agent, Gorton; late Election Agent, Clayton.)

Following the Clayton election, I have received many requests for information and advice. I beg, therefore, the favour of space in your columns for a brief reply, which, though imperfect, may be helpful to my fellow-agents.

Mainly then, I desire to mention one point of prime importance, too often neglected, or imperfectly done—a thorough and exhaustive canvass. But of this more anon.

Central and ward committee rooms should be secured early, and suitably staffed. Meanwhile, have canvass cards written up, and if election address is to go in envelopes, these should be written. I favour distribution without envelopes. Your candidate, in consultation with the agent, should also early prepare his election address. Such preparations completed, I deem a two weeks' actual campaign to be ideal, and any activity of the opponent would hardly tempt me to depart from this.

Issue your election address and follow immediately with public meetings—indoor, open-air, and at workshops. Prosecute a vigorous canvass and carefully mark all pledges for Labour in readiness for polling day.

Reserve one of your most tactful and cheerful workers to visit every ward committee room daily for the purpose of cheering and stimulating district leaders and workers (and in helping to keep committee rooms clear of gossips and loiterers). This worker also brings reports made from personal observation.

I imagine what I have already written does not materially differ from the procedure adopted by most agents in most contests, both won and lost, but there is, however, one essential difference, and in this some agents—even experts—do not agree with me. In many contests, even where hard canvass is indulged in, I have noted valuable time wasted by the argumentative method of canvass. I wish to say most emphatically that canvass by argument, debate, or persuasion, has two disastrous results: (1) many workers will refuse to canvass, feeling they are not equal to the task, and this results in a small band instead of an

army; (2) the small band you do secure will not get round before the close of the campaign. Each worker wastes valuable time in argument. He waits on one man, when he ought to have visited half-a-dozen. A close study of elections firmly convinces me that though converts are made by literature, meetings, and even argument between mates in the workshops, they are rarely, if ever, made by argument on the doorstep.

One should bear in mind that all efforts on the polling day must be directed to polling every possible supporter. Large numbers who would vote right will only vote if reminded. If not canvassed, you don't know where to look for them on polling day. Therefore the true value of a canvass is to discover every certain or possible supporter. On polling day, strain every nerve to poll them all.

And now I offer a brief survey of our Clayton fight. It was soon clear the Tories in the Division would make strenuous efforts to retain the seat. All Conservative Clubs in the Division were fixed up and advertised as committee rooms. Middle-class men and women from neighbouring Divisions swarmed in to help. The election address was issued nearly a month before polling day, and within a week of such issue every elector had been called upon and thousands of promises obtained.

Then our campaign started in earnest—address issued, full programme of meetings arranged, thorough canvass, etc.—and results became more and more satisfactory as the fight went on. For days before the poll we felt assured of victory, and nothing transpired to shake our confidence. The whole district was canvassed three times in the two weeks. Of 35,000 electors, over 30,000 were actually seen and canvassed.

On polling day friends came into the Division and assisted in bringing those pledged for Labour to the poll. In conclusion, I should say Mr. E. J. Hookway (victor of Heywood), Mr. J. H. Standing, and Mrs. Frank Anderson, national organisers, gave me most valuable help at the centre, and I had whole-hearted assistance from Clarionettes, I.L.P. members, and members of Labour Clubs. It was, indeed, a workers' victory, for no agent was ever more loyally supported.



## AT YOUR SERVICE

### FROM THE I.L.P. INFORMATION COMMITTEE TO ANY LABOUR MAN OR WOMAN.

In the spring a young man's fancy lightly turns to thoughts of love—but not always. This spring the young men of the Labour movement are devising ways and means of winning electoral victories—the young women, strange to say, are not complaining, for they, too, are scheming and planning to win seats for Labour. It's here where the I.L.P. Information Committee can render any amount of valuable assistance.

### THOSE DREADFUL SPEECHES.

What election agent has not been bothered with inappropriate and vote-losing speeches often delivered on the spur of the moment by well-meaning enthusiasts, who, if they had been provided with headings, facts, and figures, could have been of incalculable service? Why not begin to train your people now? The I.L.P. Information Committee publishes every week a complete Speakers' Note, which can be supplied singly or in quantities. No local organisation can do without these Speakers' Notes. They are not only good for training classes, but many experienced speakers find them of great value—not to slavishly follow, but to stimulate thought and to help oratorical efficiency. Everyone finds it difficult to pump out a new speech week after week, but new facts and illustrations embellish the most admirable of old addresses. The I.L.P. Information Committee will only be too glad to send samples and subscription rates to any enquirer.

### WHAT THEY SAY!

S. F. Perry, Secretary, The Co-operative Party.—“Your notes are of great value, and no speaker in the Co-operative, Labour, Trade Union, or any other democratic organisation, is well-equipped without them.”

A. Honora Enfield, General Secretary Women's Co-operative Guild.—“The I.L.P. Weekly Notes are really valuable to speakers. They not only give facts, but direct the speakers to where they can verify them. They are very helpful to busy people who have not time to look up these matters for themselves.”

John Baker, Iron and Steel Trades Confederation.—“They are topical, to the point, well set up, up-to-date, and their illustrations are apt.”

### THAT COALITION M.P.

Have you details of how your sitting Member voted on important working-class issues? How did he vote on the tea and sugar duties? On the Corporation profits tax? On the increase of the Unemployed dole? How many times did he vote? What are his financial connections? The I.L.P. Information Committee can tell you all about him. Write now and get the facts.

Here is a heading from the “Bermondsey Labour News”:—

### OUR M.P.'s VOTING RECORD.

#### HOW THE WORKERS OF BERMONDSEY HAVE BEEN BETRAYED.

#### ALARMING EXPOSURES.

Beneath the article are records taken from the official reports of the House of Commons.

Such records can be supplied for any M.P.

#### THE GENERAL ELECTION.

The rush and scurry of a General Election makes Speakers' Notes of more importance than at ordinary times. The I.L.P. Information Committee is therefore contemplating the issue of Daily Speakers' Notes during the campaign. These notes will be on the lines of those issued weekly and follow the election issues day by day, keeping all your speakers fresh and up-to-date.

#### THE CASH SIDE.

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